



CND Shellac: The Manicure “Miracle”

Even in the toughest of times, business is booming for nail professionals. *Shellac* is changing the industry.

February 2011 – According to the **US Department of Labor**, by 2018 Nail Professionals will experience **19%** growth as salon service demand swells to a record high. **Between 2008 and 2018 1 million jobs will be added to the beauty industry.**

A smudge-proof chip-proof, instantly dry manicure...it's one of those beauty aspirations of women around the world that remains exasperatingly elusive. Similar to cellulite removal, humidity-proof hair, overnight pimple elimination, and 12-hour lipstick that doesn't feel like dry Crazy glue....

Well it's time to rejoice! In May 2010, CND launched Shellac and the resulting fervor has been unprecedented. CND sold out a year's global supply in less than a month and Nail Professionals and salon owners are crediting CND with revolutionizing the entire industry.

The *Shellac* manicure service takes the same amount of time as a traditional manicure, but that's where the comparisons end. Shellac is literally a power polish. It is 100% dry immediately upon completion and it will not chip or dull for 14 days. This is not an exaggeration; it's completely true!

“Shellac is a miracle; my business has more than doubled since I started using it. I couldn't believe it until I saw the results. My clients can walk out of the salon as soon as I'm done – no drying time!”

---Dana D'Andraia, Port Jefferson, NY

“I see my Shellac clients 2 times a month, instead of 4 and make the same amount of money. The biggest thing is that it saves time AND money for clients AND nail techs! I love it.”

---Kristina Saindon, Wheat Ridge, CO

In just 6 months on the market Shellac has astonished journalists who have received the manicure. Shellac has been featured in rave reviews in *The New York Times*, *Yahoo.com*, *Huffington Post*, two segments on NBC's *Today Show*, *Better Homes & Gardens*, *Brides*, *InStyle*, *Redbook*, *Woman's Day*, *Women's Health*, *Glamour*, *Ladies' Home Journal*, *People StyleWatch*, *Star*, and *In Touch* in addition to more than 275 regional news segments. All embraced Shellac as the **must-have manicure**.

Awards include:

- *People* – Five Top Trends for Fall 2010
- *Real Beauty.com* – Gold Star Award for 2010 Brilliant Beauty Breakthrough
- *Total Beauty.com* – Best Beauty Trends of 2010
- *Flare Magazine* (Canada) – 2010 Best Beauty Innovation
- *Arizona Republic* – 2010 Innovation that Changed Beauty Industry
- *Beauty LaunchPad* – Readers' Choice Awards: Best New Product Launch
- *Canadian Living* – Editor's Choice Beauty Product
- *Nails Magazine* – Reader's Choice Awards: Top 2010 Favorite New Products, 1st Place

All this in less a year! CND's only challenge is now keeping up with the insatiable demand. There are 12 new colors launching in March, and 6 more in the Fall. The future is finally here!

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